AMENDMENTS TO THE CLAIMS

1-45.   (Canceled)

46.   (Currently amended) A method for the automated generation and serving of aggregate creatives, comprising the steps of:

   receiving an aggregate creative definition, the aggregate creative definition being associated with an aggregate creative that is selectable by an advertising system;

   selecting, in accordance with the aggregate creative definition, at least one set of more than one subcreative from a plurality of subcreatives in the advertising system;

   assembling, in accordance with the aggregate creative definition, a plurality of aggregate creative forms, comprising the steps of:

      rotating through the at least one set of more than one subcreative; and

      selecting, during the step of rotating, a plurality of subsets of subcreatives to be included in the plurality of aggregate creative forms, the plurality of subsets of subcreatives including different combinations of more than one subcreative; and

      storing the plurality of aggregate creative forms, the plurality of aggregate creative forms associated with the aggregate creative in the advertising system as assembled forms; and

   when the aggregate creative is selected for transmission to users on an electronic network by the advertising system, selecting one of the previously assembled plurality of stored aggregate creative forms associated with the aggregate creative, and retrieving the selected aggregate creative form for the transmission.

47.   (Previously Presented) The method according to claim 46, further comprising applying weighting criteria to the selected set of subcreatives, wherein the step of selecting a plurality of subsets of subcreatives comprises the step of selecting a plurality of subsets of subcreatives according to the weighting criteria.

48.   (Previously Presented) The method according to claim 47, wherein the step of applying weighting criteria comprises the step of generating copies of weighted subcreatives in the at least one set of subcreatives in accordance with the weighting criteria.

49.   (Previously Presented) The method according to claim 46, wherein the aggregate creative appears to rotate subcreatives when the step of selecting one of the aggregate

creative forms and the step of retrieving the selected aggregate creative form for the transmission are repeated.

50.   (Previously Presented) The method according to claim 46, wherein the at least one set of subcreatives includes a plurality of sets of subcreatives and the plurality of subsets of subcreatives are selected from each set of subcreatives.

51.   (Previously Presented) The method according to claim 50, wherein the plurality of aggregate creative forms includes subsets of subcreatives from more than one of the plurality of sets of subcreatives.

52.   (Previously Presented) The method according to claim 50, wherein the aggregate creative appears to rotate subcreatives from more than one of the plurality of sets of subcreatives when the step of selecting one of the aggregate creative forms and the step of retrieving the selected aggregate creative form are repeated.

53.   (Previously Presented) The method according to claim 50, wherein the plurality of sets of subcreatives includes graphic subcreatives, text subcreatives, and hyperlink subcreatives.

54.   (Previously Presented) The method according to claim 50, wherein the plurality of sets of subcreatives includes different numbers of subcreatives.

55.   (Previously Presented) The method according to claim 50, wherein at least two of the sets of subcreatives share one or more common subcreatives.

56.   (Previously Presented) The method according to claim 46, wherein the aggregate creative definition includes one or more constraints for the step of selecting at least one set of subcreatives, the one or more constraints determining permitted combinations of subcreatives for the plurality of subsets of subcreatives.

57.   (Previously Presented) The method according to claim 46, wherein the step of assembling a plurality of aggregate creative forms occurs off-line from when the aggregate creative is selected for transmission.

58.   (Previously Presented) The method according to claim 46, further comprising the step of tracking transmitted subcreatives transmitted to users on the electronic network.

59.   (Previously Presented) The method according to claim 46, wherein at least one of the steps of selecting at least one set of subcreatives, selecting a plurality of subsets of subcreatives, and assembling a plurality of aggregate creative forms is further executed according to scheduling criteria for transmission to users.

60.   (Previously Presented) The method according to claim 46, wherein at least one of the steps of selecting at least one set of subcreatives, selecting a plurality of subsets of subcreatives, and assembling a plurality of aggregate creative forms is further executed according to criteria for targeting transmission to specific users.

61.   (Previously Presented) The method according to claim 46, wherein the aggregate creative definition enables the step of assembling a plurality of aggregate creative forms to occur even if a prescribed number of subcreatives is not available in one of the subsets of subcreatives.

62.   (Previously Presented) The method according to claim 46, wherein the advertising system is configured to select aggregate creatives and non-aggregate creatives for transmission to users on the electronic network.

63.   (Currently Amended) A system for the automated generation and serving of aggregate creatives, comprising:

        means for the receiving an aggregate creative definition, using a computer processor, the aggregate creative definition being associated with an aggregate creative that is selectable by an advertising computer system;

        means for selecting, in accordance with the aggregate creative definition, using a computer processor, at least one set of more than one subcreative from a plurality of subcreatives in the advertising computer system;

        means for assembling, in accordance with the aggregate creative definition, using a computer processor, a plurality of aggregate creative forms, the means for assembling comprising:

                means for rotating through the at least one set of more than one subcreative; and

means for selecting, during the step of rotating, a plurality of subsets of subcreatives to be included in the plurality of aggregate creative forms, the plurality of subsets of subcreatives including different combinations of more than one subcreative; and

means for storing the plurality of aggregate creative forms, the plurality of aggregate creative forms associated with the aggregate creative in the advertising computer system;

means for selecting, using a computer processor, one of the plurality of stored aggregate creative forms associated with the aggregate creative, when the aggregate creative is selected for transmission to users on an electronic network by the advertising computer system as assembled forms; and

means for retrieving, using a computer processor, the previously assembled selected aggregate creative form for transmission to users on an electronic network, when the aggregate creative is selected for the transmission to users on the electronic network by the advertising computer system.

64.   (Previously Presented) The system according to claim 63, further comprising means for applying weighting criteria to the selected set of subcreatives, wherein the means for selecting a plurality of subsets of subcreatives comprises means for selecting a plurality of subsets of subcreatives according to the weighting criteria.

65.   (Currently Amended) The system according to claim [[63]] 64, wherein the means for applying weighting criteria comprises means for generating copies of weighted subcreatives in the at least one set of subcreatives in accordance with the weighting criteria.

66.   (Previously Presented) The system according to claim 63, wherein the aggregate creative appears to rotate subcreatives when the aggregate creative forms are transmitted.

67.   (Previously Presented) The system according to claim 63, wherein the at least one set of subcreatives includes a plurality of sets of subcreatives and the plurality of subsets of subcreatives are selected from each set of subcreatives.

68.   (Previously Presented) The system according to claim 67, wherein the plurality of aggregate creative forms includes subsets of subcreatives from more than one of the plurality of sets of subcreatives.

69.   (Previously Presented) The system according to claim 67, wherein the aggregate creative appears to rotate subcreatives from more than one of the plurality of sets of subcreatives when the aggregate creative forms are transmitted.

70.   (Previously Presented) The system according to claim 67, wherein the plurality of sets of subcreatives includes graphic subcreatives, text subcreatives, and hyperlink subcreatives.

71.   (Previously Presented) The system according to claim 67, wherein the plurality of sets of subcreatives includes different numbers of subcreatives.

72.   (Previously Presented) The system according to claim 67, wherein at least two of the sets of subcreatives share one or more common subcreatives.

73.   (Previously Presented) The system according to claim 63, wherein the aggregate creative definition includes one or more constraints for the means for selecting at least one set of subcreatives, the one or more constraints determining permitted combinations of subcreatives for the plurality of subsets of subcreatives.

74.   (Previously Presented) The system according to claim 63, wherein the means for assembling a plurality of aggregate creative forms is operated off-line from when the aggregate creative is selected for transmission.

75.   (Previously Presented) The system according to claim 63, further comprising means for tracking transmitted subcreatives transmitted to users on the electronic network.

76.   (Previously Presented) The system according to claim 63, wherein at least one of the means for selecting at least one set of subcreatives, the means for selecting a plurality of subsets of subcreatives, and the means for assembling a plurality of aggregate creative forms operates in accordance with scheduling criteria for transmission to users.

77.   (Previously Presented) The system according to claim 63, wherein at least one of the means for selecting at least one set of subcreatives, the means for selecting a plurality of subsets of subcreatives, and the means for assembling a plurality of aggregate creative forms operates in accordance with criteria for targeting transmission to specific users.

78.   (Previously Presented) The system according to claim 63, wherein the aggregate creative definition enables an aggregate creative form to be assembled even if a prescribed number of subcreatives is not available in one of the subsets of subcreatives.

79.   (Previously Presented) The system according to claim 63, wherein the advertising system is configured to select aggregate creatives and non-aggregate creatives for transmission to users on the electronic network.

80.   (Currently Amended) A program product comprising a computer-readable storage device containing instructions recorded thereon, operable on a computer for the automated generation and serving of aggregate creatives, the instructions operable with to be executed by the computer to perform the steps of:

receiving an aggregate creative definition, the aggregate creative definition being associated with an aggregate creative that is selectable by an advertising system;

selecting, in accordance with the aggregate creative definition, at least one set of more than one subcreative from a plurality of subcreatives in the advertising system;

assembling, in accordance with the aggregate creative definition, a plurality of aggregate creative forms

comprising the steps of:

rotating through the at least one set of more than one subcreative; and

selecting, during the step of rotating, a plurality of subsets of subcreatives to be included in the plurality of aggregate creative forms, the plurality of subsets of subcreatives including different combinations of more than one subcreative;

storing the plurality of aggregate creative forms, the plurality of aggregate creative forms associated with the aggregate creative in the advertising system as assembled forms; and when the aggregate creative is selected for transmission to users on an electronic network by the advertising system, selecting one of the previously assembled plurality of stored aggregate creative forms associated with the aggregate creative, and retrieving the selected aggregate creative form for the transmission.

81.   (Previously Presented) The program product according to claim 80, wherein the instructions further comprise the step of applying weighting criteria to the selected set of

subcreatives, and the plurality of subsets of subcreatives are selected according to the weighting criteria.

82.   (Previously Presented) The program product according to claim 81, wherein the step of applying weighting criteria comprises the step of generating copies of weighted subcreatives in the at least one set of subcreatives in accordance with the weighting criteria.

83.   (Previously Presented) The program product according to claim 80, wherein the aggregate creative appears to rotate subcreatives when the step of selecting one of the aggregate creative forms and the step of retrieving the selected aggregate creative form are repeated.

84.   (Previously Presented) The program product according to claim 80, wherein the at least one set of subcreatives includes a plurality of sets of subcreatives and the plurality of subsets of subcreatives are selected from each set of subcreatives.

85.   (Previously Presented) The program product according to claim 84, wherein the aggregate creative forms include subsets of subcreatives from more than one of the plurality of sets of subcreatives.

86.   (Previously Presented) The program product according to claim 84, wherein the aggregate creative appears to rotate subcreatives from more than one of the plurality of sets of subcreatives when the step of selecting one of the aggregate creative forms and the step of retrieving the selected aggregate creative form are repeated.

87.   (Previously Presented) The program product according to claim 84, wherein the plurality of sets of subcreatives includes graphic subcreatives, text subcreatives, and hyperlink subcreatives.

88.   (Previously Presented) The program product according to claim 84, wherein the plurality of sets of subcreatives include different numbers of subcreatives.

89.   (Previously Presented) The program product according to claim 84, wherein at least two of the sets of subcreatives share one or more common subcreatives.

90.   (Previously Presented) The program product according to claim 80, wherein the aggregate creative definition includes one or more constraints for the step of selecting at least one set of subcreatives, the one or more constraints determining permitted combinations of subcreatives for the plurality of subsets of subcreatives.

91.   (Previously Presented) The program product according to claim 80, wherein the step of assembling a plurality of aggregate creative forms occurs off-line from when the aggregate creative is selected for transmission.

92.   (Previously Presented) The program product according to claim 80, further comprising the step of tracking transmitted subcreatives transmitted to users on the electronic network.

93.   (Previously Presented) The program product according to claim 80, wherein at least one of the steps of selecting at least one set of subcreatives, selecting a plurality of subsets of subcreatives, and assembling a plurality of aggregate creative forms is further executed according to scheduling criteria for transmission to users.

94.   (Previously Presented) The program product according to claim 80, wherein at least one of the steps of selecting at least one set of subcreatives, selecting a plurality of subsets of subcreatives, and assembling a plurality of aggregate creative forms is further executed according to criteria for targeting transmission to specific users.

95.   (Previously Presented) The program product according to claim 80, wherein the aggregate creative definition enables the step of assembling a plurality of aggregate creative forms to occur even if a prescribed number of subcreatives is not available in one of the subsets of subcreatives.

96.   (Previously Presented) The program product according to claim 80, wherein the advertising system is configured to select aggregate creatives and non-aggregate creatives for transmission to users on the electronic network.